

Heath Weaver

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Dynamic professional with over a decade of experience in project management and team leadership, adept at driving operational efficiency and fostering innovation. Proven track record in delivering complex projects on time and within budget, aligning with strategic goals to exceed expectations. Passionate about leveraging technology to solve real-world challenges.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable architecture for emailsanddeals.com, enhancing system efficiency and achieving a processing rate of 1 email every 5 seconds, aligning with structured and organized planning requirements.
- Integrated AI systems for email content review, improving deal extraction accuracy from 80% to 95%, demonstrating problem-solving and entrepreneurial skills in optimizing processes.
- Automated the generation of blog posts and tweets for every processed email, ensuring full system automation and clear communication of deals to users, showcasing collaborative and empathetic partnership in building solutions.

Managing Director at Essence of Email

2019-Jun – 2024-Apr | US/Remote

- Developed and executed a vision aligning expertise with client needs, increasing client retention by 100% and enhancing satisfaction.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while improving service quality.
- Overhauled customer segmentation and email strategies, boosting client revenue by 34% through targeted campaigns.
- Created a project planning system and reorganized teams, increasing productivity by 94% and client satisfaction by 10%.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote

- Developed Marketing assembly lines for 15 SaaS products, enhancing sales enablement materials and ABM strategies, leading to streamlined product launches.
- Managed Salesforce migration and training, ensuring data integrity and team readiness, which supported effective ABM strategies and improved sales team capabilities.

Managing Partner & Co-Founder at The Specialists Agency & Retorica

2013-Jul – 2017-Jul | Remote

- Developed and implemented business strategies with the Board of Directors, achieving differentiation through client-centric and integrated online marketing approaches, enhancing client satisfaction and retention.
- Oversaw digital division's focus on growing client businesses through testing and optimization of digital presence, resulting in significant improvements in advertising, email, and website performance.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and implemented a business strategy focusing on client differentiation, resulting in a 75% revenue increase and 40% reduction in customer churn.
- Launched a conversion optimization program and implemented LinkedIn B2B automation, significantly increasing engagement and sales leads for small businesses.

Head of Search Engine Marketing, Europe at Sony Electronics

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities by building relationships with local marketing teams, resulting in a 103% lift in search traffic year-on-year, demonstrating ability to structure a plan and align stakeholders.
- Increased Direct Sales by 300% over three years through effective management of Search Marketing program, showcasing entrepreneurial approach to improving processes and outcomes.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Developed and executed a 'locomotive' strategy that turned VAIO's operational profit from 0% to 5% in 3 years, aligning with structured and organized planning and execution requirements.
- Streamlined financial reporting processes, achieving weekly closes and saving 4 days/month, demonstrating ability to improve processes and outcomes through entrepreneurial problem-solving.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation, aligning with the need for structured and organized planning and execution.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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